Phoenix Air System LLC

Minnesota Technology Inc.

Advanced Software Helps Phoenix Air Systems Grow Sales

Client Profile:
Phoenix Air Systems LLC, founded in 2000, employs 10 people and is currently located in Owatonna, Minnesota. Phoenix Air Systems is one of five companies in North America that supply HVAC equipment to food processing firms, meat packers, and other industries that need cool, sanitary processing rooms. Customers, some of which are repeat buyers, include Pillsbury, Tyson Foods, IBP, Morningstar Foods, Northstar Foods, Pilgrim's Pride, Keebler, Cargill and other food processing companies. Senior management expects the company to be a $10 million to $15 million firm within five years.

Situation:
Phoenix Air Systems needed a comprehensive information management system to implement and support its rapid business growth strategy. Senior management also wanted to improve its information technology and information management systems to support future growth and business management. The company asked Minnesota Technology, Inc. (MTI), a NIST MEP network affiliate, for help methodically choosing a system to ensure that it would meet current and future needs.

Solution:
MTI conducted a software assessment to objectively analyze Phoenix Air Systems' current and future software needs and evaluate potential software packages capable of meeting those needs. Prior to the assessment, the company was prepared to purchase a $30,000 software package. MTI used several assessment tools and experienced specialists to conduct the assessment, analyze results, and coach the company through its decision-making process. Phoenix Air Systems' management participated by completing a detailed questionnaire about the company and methods of conducting business, which was used as part of the analysis.
During the assessment, MTI identified the most appropriate and technologically advanced enterprise systems while considering immediate and future business needs. As a result of the assessment, Phoenix Air Systems chose a software package from a start-up firm introducing a software package it had written for General Dynamics to the commercial market. The new firm, anxious to gain new customers, was committed to supporting installations.
Phoenix Air purchased the software with a full week of on-site start-up support, plus additional follow-on support, for less than $13,000. To protect

Phoenix Air in the future, MTI asked Phoenix Air to require that the software vendor put the package's source code in escrow.

As a result of the software selection, other assistance, and aggressive sales and marketing, Phoenix Air's sales are on track to increase 700 percent from 2001 to 2002 and are anticipated to increase an additional 50 percent in 2003. Phoenix Air anticipates the creation of six jobs, each at an average annual salary of $40,000, adding a total of $240,000 in payroll to the local economy.

Results:

Selected and implemented a management systems software package.

Saved $17,000 in new capital investment.

Increasing sales 700 percent in 2002, with an anticipated 50 percent increase in 2003.

Creating six new jobs to add $240,000 in payroll to local economy.

Testimonial:

"With the vast array of software packages available, we needed the assistance of Minnesota Technology, Inc. to structure our selection process to ensure we purchased a package which met our specific needs. We needed a system which helped get our jobs done better, and Minnesota Technology helped us find the best software available for us at the best price."

David Anderson, President